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Way-Tales: An Archaeological Topophonics for Emerging Tourist Spaces

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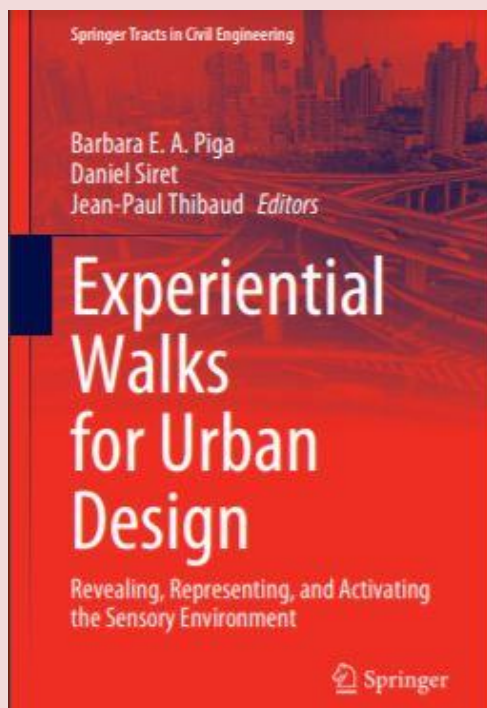
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Short biographical note: Since 2009 Dr Charlie Mansfield has been a lecturer in tourism management with Plymouth University. He is programme leader for the Masters in Travel Writing.

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Keywords: *Topophonics; place branding; travel writing; ethnopôle; urban walks*

Abstract: Describes an innovative methodology for data collection in urban space using walking and audio recording with local citizens. Develops an analytical process from the data which can be reused in travel writing for place branding and for building resources for ethnographic museums and archives, ethnopôles. Draws on theories of writing and identity from Foucault and from Deleuze & Guattari.

Research aims set within a contextualising literature review

The research presented here develops a working practice for writing about urban space in the context of cultural tourism knowledge. The work is situated in the field of place branding (Zakarevičius & Lionikaitė 2013) and place making which identifies the positive value that citizens derive from their locality (Scribano 2016).

Design of the methodology

The design of the data collection process to examine the interface between the local inhabitant and the place deploys a group of locals equipped with audio recorders to pursue a new, not-yet-established tourist route through an urban space. The voice recording and walking process is introduced to the respondents using the term way-tales, or in French *récits de voie*, to encourage narration as they explore the urban space.

Analysis of Themes

Happy here

Twice the participant, Elle declares that she loves some aspect of the urban walk thus assigning it high value; in St.4 it is the verse from Breton's (1932) prose poem 'The Verb To Be' that she has recalled and recited and in St.3 it is her movement downwards on the street Marie-Anne du Boccage deeper into the valley of La Chézine: 'J'aime bien cette rue qui descend, qui descend.' (Elle 2017, St.3). The word *cette*, 'this' is deixis, a pointing out to her listeners, which places them there in the descending street with her.

Sous les pavés le bocage

The case participant, Maître, who has the deepest knowledge of this part of Nantes stops beside a fenced-in property in the urban landscape and refers to it as a barnyard or poultry yard

Plateau

La ville exceptionnelle devient également un objet de l'appareil sensoriel (Beck 2013, 44)

Beck writes of the how the town becomes an object of all the senses of the walker and diarist and this tests the bonds the citizen feels for the town. Social catastrophes and collective joy are felt in equal measure, the ups and the downs.

Conclusion

The three example themes drawn out from the testimony of the participants and then synthesised using archive material provide the basis for a guided walk along the same streets as the original fieldwork.

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